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ST-28 Cont. 2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

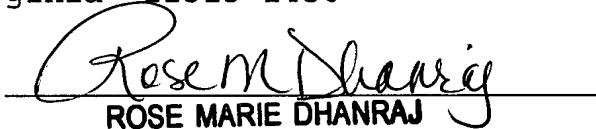
Applicants : Steven M. Schein et al.
Application No. : 09/810,324 Confirmation No.: 9059
Filed : March 16, 2001
For : SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH ADVERTISERS AND
BROADCASTER
Group Art Unit : 2623
Examiner : Omar S. Parra

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450

EXPRESS MAIL CERTIFICATIONEXPRESS MAIL LABEL No. EM015927961USDate of Deposit October 3, 2007

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Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, Virginia 22313-1450


ROSE MARIE DHANRAJ

Enclosures:

1. Reply to Office Action dated 7/05/2007;
2. Transmittal Form (in duplicate);
3. Replacement Drawing Transmittal Sheet (in duplicate);
4. One (1) Replacement Drawing Sheets;
5. One (1) Amended Drawing Sheet;
6. Return receipt postcard.

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TRANSMITTAL FORM

(to be used for all correspondence after initial filing)

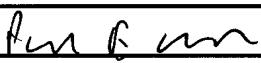
Total Number of Pages in This Submission

| | |
|--|-----------------------------|
| Application Number | 09/810,324 (Conf. No. 9059) |
| Filing Date | March 16, 2001 |
| First Named Inventor | Steven M. Schein |
| Art Unit | 2623 |
| Examiner Name | Omar S. Parra |
| Total Number of Pages in This Submission | ST-028 Cont 2 |

ENCLOSURES (Check all that apply)

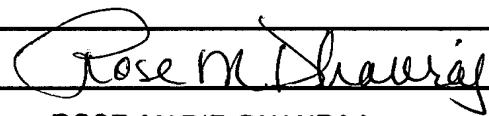
| | | |
|---|--|---|
| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached | <input checked="" type="checkbox"/> Drawing(s) One (1) Replacement Drawing Sheets; One (1) Amended Drawing Sheet <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) <input type="checkbox"/> Landscape Table on CD | <input type="checkbox"/> After Allowance Communication to TC <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to TC (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please Identify below): Return Receipt Postcard; and Replacement Drawing Transmittal Sheet (in duplicate). |
| <p>Remarks</p> <p><input checked="" type="checkbox"/> The Director is hereby authorized to charge any fees which may be required, or credit any overpayment, to Deposit Account Number <u>06-1075</u>. A duplicate copy of Transmittal Form is enclosed.</p> | | |

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

| | | | |
|--------------|---|----------|--------|
| Firm Name | Ropes & Gray LLP | | |
| Signature |  | | |
| Printed name | Paul E. Leblond | | |
| Date | October 3, 2007 | Reg. No. | 58,397 |

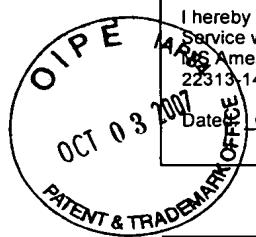
CERTIFICATE OF MAILING

I hereby certify that this correspondence is being deposited with the United States Postal Service with sufficient postage as Express Mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on the date shown below:

| | | |
|-----------------------|--|------|
| Signature |  | |
| Typed or printed name | ROSE MARIE DHANRAJ | Date |
| | October 3, 2007 | |

This collection of information is required by 37 CFR 1.5. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to 2 hours to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

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Express Mail Label No. EM015927961US

Docket No.: ST-028 Cont 2
(PATENT)

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

**In re Patent Application of:
Steven M. Schein et al**

Application No.: 09/810,324

Confirmation Number: 9059

Filed: March 16, 2001

Art Unit: 2623

For: SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH
ADVERTISERS AND BROADCASTERS

Examiner: Omar S. Parra

TRANSMITTAL OF REPLACEMENT DRAWINGS FOR PUBLICATION

MS Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Submitted herewith is one set (1 sheet, 1 figure) of Figure 4 which has been amended. Also enclosed is an annotated sheet detailing the changes made in Figure 4. Kindly replace the enclosed Figure 4 with the Figure 4 submitted with the originally filed application.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 06-1075, from which the undersigned is authorized to draw.

Dated: October 3, 2007

Respectfully submitted,

By Ju Fm
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